

What is claimed is:

1. ^{method}
A system for making a customized brewed beverage product comprising one or more of the following steps, in any order:
 - a) delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
 - b) delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract; and
 - c) delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.
2. A system according to Claim 1 for making a customized brewed beverage product by performing one or more of steps a), b), or c) above, in any order, for a minimum period of about 15 minutes after the onset of brewing of the extract.
3. A system according to Claim 2 for making a customized brewed beverage product performing one or more of steps a), b), or c) above, in any order, for a minimum period of about 30 minutes after the onset of brewing of the extract.
4. A system for making a customized brewed beverage product performing one or more of steps a), b), or c) above, in any order, for a maximum period of about 48 hours after the onset of brewing of the extract.
5. A system according to Claim 4 for making a customized brewed beverage product performing one or more of steps a), b), or c) above, in any order, for a maximum period of about 24 hours after the onset of brewing of the extract.
6. A system according to Claim 5 for making a customized brewed beverage product performing one or more of steps a), b), or c) above, in any order, for a maximum period of about 12 hours after the onset of brewing of the extract.
7. The system of Claim 1 wherein the brewed/water dilution ratios are from zero to about 1:15.
8. The system of Claim 4 wherein the brewed/water dilution ratios are from zero to about 1:15.

9. The system of Claim 1 wherein the brewed beverage is a coffee beverage and the coffee extract has a brew solids of less than about 10%.
10. The system of Claim 9 wherein the coffee extract has a brew solids of less than about 5%.
11. The system of Claim 10 wherein the coffee extract has a brew solids of less than about 4%.
12. The system of Claim 11 wherein the coffee extract has a brew solids of less than about 3.5%.
13. The system of Claim 4 wherein the brewed beverage is a coffee beverage and coffee extract has a minimum brew solids of greater than about 1.2%.
14. The system of Claim 13 wherein the coffee extract has a minimum brew solids of greater than about 1.5%.
15. The system of Claim 14 wherein the coffee extract has a minimum brew solids of greater than about 2.0%.
16. A method for delivering an individually customized beverage product to an individual consumer, said method comprising the steps of:
- a customization interface (consumer interface) obtaining information regarding said consumer's preferences;
 - said customization interface processes said information ;
 - said customization interface communicates with a beverage delivery system;
 - said beverage delivery system delivers an individually customized beverage, based upon the information processed by the customization interface, wherein the beverage delivery system performs one or more of the following steps, in any order:
 - 1) delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
 - 2) delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract; and
 - 3) delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.

17. A method for delivering an individually customized beverage product to an individual consumer, said method comprising the steps of:
- a) a customization interface (consumer interface) obtaining information regarding said consumer's preferences;
 - b) said customization interface processes said information ;
 - c) said customization interface communicates with the consumer to provide an individually customized recommendation to be utilized by the consumer in selecting a suitable beverage option from the beverage delivery system;
- wherein the beverage delivery system performs one or more of the following steps, in any order:
- 1) delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
 - 2) delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
 - 3) delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.
18. The method of claim 17 wherein the consumer inputs said recommendation to the beverage delivery system.
19. The method of claim 17 wherein a customized beverage is delivered by the beverage delivery system.
20. A method for delivering an individually customized beverage product to an individual consumer, said method comprising the steps of:
- a) a customization interface (consumer interface) obtaining information regarding said consumer's preferences;
 - b) said customization interface processes said information ;
 - c) said customization interface communicates with the consumer to provide an individually customized selection identification to be utilized by the consumer in selecting a suitable beverage option from the beverage delivery system
- wherein the beverage delivery system performs one or more of the following steps, in any order:
- 1) delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;

- 2) delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
- 3) delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.

21. The method of claim 20 wherein the consumer inputs said identification to the beverage delivery system.

22. The method of claim 21 wherein a customized beverage is delivered by the beverage delivery system.

23. A method for delivering an individually customized information related to beverage product options to an individual consumer, said method comprising the steps of:

- a) a customization interface (consumer interface) obtaining information regarding said consumer's preferences;
- b) said customization interface processes said information ;
- c) said customization interface provides customization information to the individual consumer;

wherein the beverage delivery system performs one or more of the following steps, in any order:

- 1) delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
- 2) delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
- 3) delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.

24. A method for delivering an individually customized recommendation for beverage product options to an individual consumer, said method comprising the steps of:

- a) a customization interface (consumer interface) obtaining information regarding said consumer's preferences;
- b) said customization interface processes said information ;
- c) said customization interface delivers the individually customized recommendation to the consumer to be utilized by the consumer in selecting a suitable beverage option from the beverage delivery system

wherein the beverage delivery system performs one or more of the following steps, in any order:

- 1) delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
- 2) delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
- 3) delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.

25. The method of claim 24 wherein the consumer inputs said recommendation to the beverage supply system.

26. The method of claim 25 wherein a customized beverage is delivered by the beverage supply system.

27. A method for delivering an individually customized selection identification regarding beverage product options to an individual consumer, said method comprising the steps of:

- a) a customization interface (consumer interface) obtaining information regarding said consumer's preferences;
- b) said customization interface processes said information ;
- c) said customization interface communicates with the consumer to provide an individually customized selection identification to be utilized by the consumer in selecting a suitable beverage option from the beverage delivery system;

wherein the beverage delivery system performs one or more of the following steps, in any order:

- 1) delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
- 2) delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
- 3) delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.

28. The method of claim 27 wherein the consumer inputs said identification to the beverage delivery system.

29. The method of claim 28 wherein a customized beverage is delivered by the beverage delivery system.
30. The method of claim 27 wherein the consumer is given an identification mechanism for future use with a beverage delivery system.
31. The method of Claim 16 wherein the customization interface utilizes a Global Assimilation Customization Systems.
32. The method of Claim 23 wherein the customization interface utilizes a Global Assimilation Customization Systems.
33. The method of Claim 24 wherein the customization interface utilizes a Global Assimilation Customization Systems.
34. The method of Claim 27 wherein the customization interface utilizes a Global Assimilation Customization Systems.
35. A method for providing a customized beverage product to a consumer, comprising the steps of:
- a) obtaining consumer preference data;
 - b) determining a consumer beverage formulation corresponding to the consumer preference data; and
 - c) providing the consumer a customized beverage corresponding to the customized the beverage formulation, wherein the customized originates from a brewed concentrate extract.
36. The method of claim 35, wherein the step of obtaining consumer preference data comprises:
- a) collecting a user identification from the consumer;
 - b) retrieving the consumer preference data from a data store corresponding to the user identification.
37. The method of claim 35, wherein the step of determining a consumer beverage formulation comprises implementation of a mathematical algorithm.

43. A method for providing a recommendation to a consumer for a retail beverage product to a consumer, comprising the steps of:
- a) obtaining consumer preference data;
 - b) determining one or more retail consumer beverage products corresponding to the consumer preference data; and

- c) providing the consumer a recommendation of one or more retail beverage products corresponding to the one or more retail consumer beverage products suitable for said consumer based upon said consumer's preferences.

44. The method of claim 43, wherein the step of obtaining consumer preference data comprises:

- a) collecting a user identification from the consumer;
- b) retrieving the consumer preference data from a data store corresponding to the user identification.

45. The method of claim 43, wherein the step of obtaining consumer preference data comprises allowing the consumer to sample one or more consumer products sold in the retail environment.

46. The method of claim 43, wherein the step of determining a consumer beverage product comprises implementation of a mathematical algorithm.

47. An interactive system for making recommendations to a consumer in a retail environment regarding a customized beverage product comprising:

- a) a user interface;
- b) a customization director in communication with a customization data store and the user interface, wherein the customization director comprises executable instructions for determining a user's customized formulation.

48. An interactive system according to claim 47 which additionally comprises a beverage delivery system in communication with the customization director comprising executable instructions for delivering a customized beverage product.

49. A method for providing a customized beverage product to a consumer, comprising the steps of:

- a) obtaining consumer preference data;
- b) determining a consumer beverage formulation corresponding to the consumer preference data; and
- c) providing the consumer a customized beverage corresponding to the customized the beverage formulation, wherein the customized originates from a brewed extract.

50. The method of Claim 49. wherein, after the customized beverage is provided to the consumer, the consumer is provided with recommendations for other products suitable for said consumer based upon consumer preference data.
51. The method of Claim 50 wherein said consumer preference data is combined with seasonal or promotional offerings which are inputted into the consumer recommendations.
52. The method of Claim 50 wherein the consumer recommendations include information about one or more retail products.
53. The method of Claim 50 wherein the consumer preference data includes data generated from samples of products sold in the retail environment
54. The method of Claim 50 wherein the consumer preference data includes data generated from previously delivered customized beverages or samples thereof.